

**ECONOMIC DEVELOPMENT COMMISSION
MEETING**

Wednesday, May 9, 2012

5:00 p.m.

Auburn City Hall

1225 Lincoln Way, **Room 9**

The Regular Session of the EDC was held in Room 9, City Hall, 1225 Lincoln Way, Auburn, California on Wednesday, May 9 at 5:00 p.m. with Chair Roper presiding and Deputy City Clerk Amy Lind recording the minutes.

CALL TO ORDER

ROLL CALL:

Commission Members Present: Monti Reynolds, Harvey Roper, Gary Capps, Teri Tait-Wilson, Bud Richardson, Keith Nesbitt

Commission Members Absent: Bridget Powers
Staff Members Present: Bob Richardson

Public Comment

No public comment.

EDC Business

1. Development of Work Plan/ Budget

Bob Richardson said a work plan and budget for fiscal year 2012-13 needed to be finalized at this meeting.

Work plan: The consensus of the commission was to focus on: (1) ongoing Industrial Recruitment and Marketing, (2) Completing the looping video to be played at Holiday Inn, and (3) cooperative work with the Placer County Visitors Bureau.

There was discussion about upcoming projects and related expenses. Consensus of the commission was to be conservative and to request \$7,000 for the budget. The breakdown of that is \$3,000 for the initial campaign mailing costs (1000 max at \$3 each), \$1,500 in follow up (to mailers) costs, \$500 miscellaneous costs, 10% contingency of \$500 and \$1,500 to re-fund the Hotel Video project (previously funded but not completed). The work already completed by the EDC will make many of these projects more feasible.

2. Industrial Recruitment and Marketing Update

Teri Tait-Wilson reported on the list of CEO's of manufacturing firms. She has viewed the information on the disk (it is housed with Kelly in Placer Co.). She explained the capabilities of the search engine.

Bob Richardson gave an update on the email that will be sent out in the upcoming marketing campaign. He said a letter will be created along with pictures and links to the marketing videos to be emailed out, beginning with a test run to get a feel for the response. He said there will be ways to track how many people are viewing the videos and/or showing interest (YouTube, direct response back, etc.).

There was discussion on how to market Auburn to visitors that are stopping right off the freeway and how to get them further into town to local businesses, parks and all the other things Auburn has to offer.

OTHER EDC BUSINESS

None.

Adjournment

Chair Roper adjourned the meeting at 6:10p.m.

The next meeting is May 23, 2012.

The commission would like to schedule an off-site meeting at the airport June 6th (Amy to check availability).